Rep Order# EC'd Yes
6809944
Ver# 1
Mod # 0
Ver# 1 Mod# 0 Status Confirmed
Traffic Order# 100315 Last Received:
Printed: 04/16/2012 2:50 PM Last Received: 04/13/2012 3:20 PM

1 of 6

Station K Advertiser Product Estimate# Buyer Phone# Fax#	SNV-TV LAS VEGA ().NRSC NRSC 2012 JESSICA MURRAY	KSNV-TV LAS VEGAS, NV. () NRSC NRSC 2012 JESSICA MURRAY	Agency (); 3299 K S WASHIN Agency C/P1/P2/E Flight Dates Hiatus Weeks	STRATE TREET NGTON, 10/24/) STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 P1/P2/E 10/24/2012 - 10/30/2012 seks	VCS 00	Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX#	ione#) PHILADELPHIA) AMY MCCREARY \$\frac{1215-568-6540}{215-568-1845}	PHIA REARY 5340 845	
CONTRACT COMMENT SC=*	T COMMEN	NT —									
LT Ln	Dау	Time Program		Len	Rate	Dates	Spots/Week	₩ Ф Ф С Ж Ж	Total	Total Cost	Daypart
1	W-F Buy		-	: 30	\$700.00	10/24-10/26	ω 	₽ 	ω 	\$2,100.00	
N	м-то Виу	U 6A-7A Buyline Comment: NEWS		:30	\$700.00	10/29-10/30	N	Н	N	\$1,400.00	
w	M-TU Buy	U 7A-9A Buyline Comment: TODAY SHOW		: 30	\$900.00	10/29-10/30	ďΑ	Н	μ	\$3,600.00	
44	W-F Buy	7A-9A Buyline Comment: TODAY SHOW		: 30	\$900.00	10/24-10/26	Ø	Н	Ø	\$5,400.00	
ທ	W-F Buy	9A-10A Buyline Comment: TODAY SHOW		:30	\$425.00	10/24-10/26	ω	Н	ω	\$1,275.00	
Øι	M-TU Buy	U 9A-10A Buyline Comment: TODAY SHOW		: 30	\$425.00	10/29-10/30	N	Ь	И	\$850.00	
7	M-TU Buy	U 10A-11A Buyline Comment: TODAY SHOW		: 30	\$325.00	10/29-10/30	ю	H	N	\$650-00	
ω	₩-F Buy	10A-11A Buyline Comment: TODAY SHOW		:30	\$325.00	10/24-10/26	w	Н	ω	\$975.00	
w	W-F _. Виу	Buyline Comment: RR		:30	\$325.00	10/24-10/26	ΩJ	Н	Ø	\$1,950.00	
10	M-TU	11A-12P		: 30	\$325.00	10/29-10/30	4.	Н	424	\$1,300.00	

Buyline Comment: RR

21 W-F 430P-5P Buyline Comment: NEWS	20 W-F 4P-430P Buyline Comment: NEWS	19 M-TU 4P-430P Buyline Comment: NWES	18 M-TU 3P-4P Buyline Comment: PHIL	17 W-F 3P-4P Buyline Comment: PHIL	16 W-F 2P-3P Buyline Comment: DRS	15 M-TU 2P-3P Buyline Comment: DRS	14 M-TU 1230P-1P Buyline Comment: AGENDAY	13 W-F 1230P-1P Buyline Comment: AGENDAY	12 W-F 12P-1230P Buyline Comment: NEWS	11 M-TU 12P-1230P Buyline Comment: NEWS		LT In Day Time Program	Buyer JESSICA MURRAY Phone# Rav#	Station KSNV-TV LAS VEGAS, NV. Advertiser ().NRSC Product NRSC 2012	Rep Order# 6809944 Ver# 1 Mod# EC'd Yes
j							K	K				a	Flight Dates Hiatus Weeks	Agency (3299 K WASH	d# 0 Status Confirmed
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\$700.00	\$700.00	\$700.00	\$450.00	\$450.00	\$325.00	\$325.00	\$325.00	\$325.00	\$425.00	\$425.00		及 at e	10/24/2012 - 10/30/2012	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	Traffic Order# 100315 Shov
10/24-10/26	10/24-10/26	10/29-10/30	10/29-10/30	10/24-10/26	10/24-10/26	10/29-10/30	10/29-10/30	10/24-10/26	10/24-10/26	10/29-10/30		Dates	(2	CS 0	315 Prin Last Received: 04/ Showing Buylines: All Lines
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\$2,100.00	\$2,100.00	\$1,400.00	\$1,800.00	\$2,700.00	\$975.00	\$650.00	\$650.00	\$975.00	\$1,275.00	\$850.00		Total Cost	6540 1845	PHIA REARY	
												Daypart			2 of 6

		31 M-TU 1135P- 1235A Buyline Comment: TON SHOW	30 M-TU 11P-1135P Buyline Comment: NEWS	29 W-F 11P-1135P Buyline Comment: NEWS	28 W-F 730P-8P Buyline Comment: WHEEL	27 M-TU 730P-8P Buyline Comment: WHEEL	26 M-TU 7P-730P Buyline Comment: JEP	25 W-F 7P-730P Buyline Comment: JEP	24 W-F 5P-630P Buyline Comment: NEWS	23 M-TU 5P-630P Buyline Comment: NEWS	22 M-TU 430P-5P Buyline Comment: NEWS	In Day T	Buyer JESSICA MURRAY Phone# Ray#	Station KSNV-TV LAS VEGAS, NV. Advertiser () .NRSC Product NRSC 2012	Rep Order# 6809944 Ver# ! Mod# 0 Status EC'd Yes
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	10/24-10/26	10/29-10/30	10/29-10/30	10/24-10/26	10/24-10/26	10/29-10/30	10/29-10/30	10/24-10/26	10/24-10/26	10/29-10/30	10/29-10/30	Dates	[2	/CS	315 Prin Last Received: 04/ Showing Buylines: All Lines
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į	\$1,350.00	\$900.00	\$2,200.00	\$3,300.00	\$3,600.00	\$2,400.00	\$2,400.00	\$3,600.00	\$3,300.00	\$2,200.00	\$1,400.00	Total Cost	-6540 -1845	LPHIA CREARY	
												Daypart			3 of 6

43 SA 1130P-1A Buyline Comment: SNL	42 SA 11P-1135P Buyline Comment: NEWS	41 SA 10P-11P Buyline Comment: SVU	40 SA 7P-8P Buyline Comment: WH/JEP	39 W-F 430A-459A Buyline Comment: EARLY	38 W-F 630P-7P Buyline Comment: FACE	37 SA 9A-930A Buyline Comment: NEWS	36 SA 7A-9A Buyline Comment: SAT TODAY	35 SA 6A-7A Buyline Comment: NEWS	34 F 8P-9P Buyline Comment: DLINE	33 W 9P-10P Buyline Comment: PRIME	LT Ln Day Time Program	Buyer JESSICA MURRAY Phone# Fax#	Station KSNV-TV LAS VEGAS, NV. Advertiser () NRSC Product NRSC 2012	Rep Order# 6809944 Ver# 1 Mod# 0 Stat EC'd Yes
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\$1,400.00	\$1,000.00	\$1,000.00	\$325.00	\$200.00	\$900.00	\$500.00	\$600.00	\$350.00	\$1,900.00	\$2,200.00	Rate	10/24/2012 - 10/30/2012	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	Traffic Order# 100315 Sho
10/27-10/27	10/27-10/27	10/27-10/27	10/27-10/27	10/24-10/26	10/24-10/26	10/27-10/27	10/27-10/27	10/27-10/27	10/26-10/26	10/24-10/24	Dates	12	O O	315 Prin Last Received: 04/ Showing Buylines: All Lines
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	·				·						Daypart .			4 of 6

	EC'd Yes	Rep Order#
	-	6809944
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Sho		Traffic Order# 100315
Showing Buylines: All Lines	Last Received: 04/13/2012 3:20 PM	
Lines	04/13/2012	Printed:
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Daypart

Fax# Buyer Phone# Station K Advertiser H Estimate# Product 51 50 49 48 H 47 46 45 44 KSNV-TV LAS VEGAS, NV. ser (·) .NRSC NRSC 2012 JESSICA MURRAY US DS SU SU. DS SU SU Day US Buyline Comment: POST GAME NEWS Buyline Comment: Buyline Comment: SUN TODAY Buyline Comment: NEWS Buyline Comment: Buyline Comment: NEWS Buyline Comment: MTP 11P-1135P 830P-930P Time 6A-7A 530P-830P 930A-10A 9A-930A 8A-9A 7A-8A SNF ß Program Flight Dates Hiatus Weeks Agency C/P1/P2/E Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 : 30 :30 :30 :30 : 30 :30 :30 цэJ :30 10/24/2012 - 10/30/2012 \$350.00 \$6,500.00 Rate \$1,000.00 \$1,100.00 \$500.00 \$500.00 \$1,300.00 \$500.00 10/28-10/28 10/28-10/28 10/28-10/28 10/28-10/28 10/28-10/28 10/28-10/28 10/28-10/28 10/28-10/28 Dates 1- \vdash 1 Н Н ட ш ш Spots/Week Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX# # of Н ш) PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845 Total Spots ш \vdash ш \$350.00 \$1,100.00 \$6,500.00 \$1,300.00 \$500.00 \$1,000.00 \$500.00 \$500.00 Total Cost

-REPORT TOTALS-

Buyline Comment: NEWS

Report Totals: 115 / \$84,650.00

-SALES MONTHLY TOTALS-

Oct 12: 77 / \$60,000.00 Sales Totals: 115 / \$84,650.00

Nov 12: 38 / \$24,650.00

Station Totals: 115 / \$84,650.00 Lines not sent/rcld/rtrn: 0 / \$0.00	Estimate# Buyer JESSICA MURRAY Phone# Fax#	Station KSNV-TV LAS VEGAS, NV. Advertiser ().NRSC Product NRSC 2012	Rep Order# 6809944 Ver# 1 Mod# 0 EC'd Yes
	Agency C/P1/P2/E Flight Dates 10/24/2012 - 10/30/2012 Hiatus Weeks	Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	Status Confirmed Traffic Order# 100315
	Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY	Printed: 04/16/2012 2:50 PM Last Received: 04/13/2012 3:20 PM ng Buylines: All Lines

--COMPETITIVE COMMENTS-NWE ORDER

-COMPETITIVE-

Market Totals

\$273,065

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KBLR KTUD

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KINC

1 0 % %

KLAS KVMY

2 31 %

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17%

EST SHARES

KTUD LESS THAN 1%

Books Demos NOV12 RA35+

- CREDIT RISK -

CASH IN ADVANCE

6 of 0